the PULSE
BOSTON, MASS. MARCH, 1964
NEW ENGLAND DEACONESS HOSPITAL

EASTER PREVIEW — At the altar of the Arthur T. Dooley Chapel are, from left, nurses Sandra Morin, Jeannine Lundin and Carole J. Vollman.

NEW, MODERN SYSTEMS SPEED TELEPHONE and PAGING CALLS

Communications can be as vital to a hospital as its operating rooms and laboratories.

A telephone conversation may transmit the timely information to save a life. A response to the paging system may place a physician at the scene of crisis.

Hospital communications speed the flow of data and help to coordinate personnel, thus making efficient the daily drama of medicine and surgery which is the essence of the hospital.

With an awareness of this importance, the Deaconess is now completing a major renovation of its telephone and paging systems.

No longer will tempers be tested by frequent busy signals and ringing without response when the hospital is called from outside. This happened, at the price of poor public relations, when 5,000 calls were being handled each day by our operators, using antiquated switch boards and a non-centralized paging system.

This figure represented only attended calls — all incoming calls, requests for paging, responses to paging and outgoing calls placed with the operators. In addition, the hospital trunk lines carried several thousand dialed outgoing calls.

And then came the new Medical Office Building. Doctors, patients and guests would, it was anticipated, place a burden on the telephone system comparable to trying to put a quart of water in a pint bottle.

It wouldn't work.

Planning for a new system was started last Spring and by July plaster and dust was descending on our operators. Despite noise and debris, they remained at their

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Traffic Officials Plan Revisions for NEDH Area

New parking regulations will be placed in effect by the Boston Traffic Commission to control traffic in the vicinity of the hospital and to insure accessibility for fire trucks.

Francis Street will have restricted parking on both sides and will be designated a two-way street.

Parking will be restricted on Pilgrim Road from Deaconess Road to Francis Street and on one side between Deaconess Road and Longwood Avenue.

Both sides of Joslin Road will be restricted until the tunnel is completed.

TERMINOLOGY COURSES BEGIN MARCH 17 AND 19

A free course in Medical Terminology for our employees will begin on Tuesday, March 17, and, for a second group, on Thursday, March 19.

The course will run for 10 weeks, one hour a week from 3:30 to 4:30 P. M.

Interested employees should obtain permission from their department heads or supervisors. They may then register by contacting Mrs. Brooks in the Medical Records Department — telephone extension 218.

Each group will be limited to 15 persons.

NEDH AWARDS DINNER TO BE HELD APRIL 29

Employees with five years and more of service will be honored on April 29 at the Annual Awards Dinner.

Full details will be announced in the next issue of the Pulse. Meanwhile, the date to set aside on your social calendar is Wednesday, April 29.

Telephones

(*Continued from Page* 1)

switchboards as the walls and ceiling tumbled down around them.

A new telephone center emerged in the area formerly occupied by the old switchboard room, the barber shop and a corner of the Deaconess lobby.

Acoustical ceiling tile keeps noise to a minimum. Air conditioning, bright lighting and — missing before — a view to the outside through a window contribute to comfort and efficiency.

Twelve incoming trunk lines have been increased to 22 and soon will reach the 30 mark.

A modern three-position switchboard was installed. This can be increased to four-position. Incoming calls dialed to either the old number, AS 7-4620, or the new, RE 4-7000, are answered at the board, but it is expected that after April only the new number will be handled.

Little refinements increase efficiency. For example, once a phone is plugged in, it now rings automatically. Previously, the operator had to trigger a separate switch.

Confusion and delay resulted under the old paging system. When a request that someone be paged was phoned to the operators, it could be handled on any one of three boards.

When the person paged called the switchboard to find out who wanted him, he often would reach a different operator than the one who announced the page and had the information.

The result was delay as the operators exchanged information.

Not so now.

A new method and a new, separate switchboard have been adopted to expedite both public address and the Page-master system of radio paging.

The smaller "secretarial" board will be used exclusively for paging and for 24-hour answering service for the Medical Office Building. All requests for paging and call-backs will come to the one operator.

Anyone in the hospital requesting a page now dials 611 to reach the operator. Calls from the outside requiring paging are handled by the three operators at the main switchboard, but with one major difference.

When they broadcast the call, they will state, for example: "Paging Dr. Smith for 693." The doctor will then respond by dialing "693." He will reach the operator at the proper position — the one who called him and can connect him with the outside caller.

Doctors in the Medical Office Building can dial directly to all parts of the hospital from their offices. Their incoming calls are covered through the Secretarial board during periods when their offices are not staffed.

Guest rooms in the Medical Office Building have a telephone system which allows direct dialing for local outside calls, rather than passing the calls via the operators. The local calls are recorded on meters at the registration desk in Central Lobby for charge purposes. The operator must be dialed for long distance or internal hospital calls.

Patients' rooms are laid out in sequence on the new board and all on-call personnel, including medical and surgical residents, are grouped together — another factor contributing to faster service.

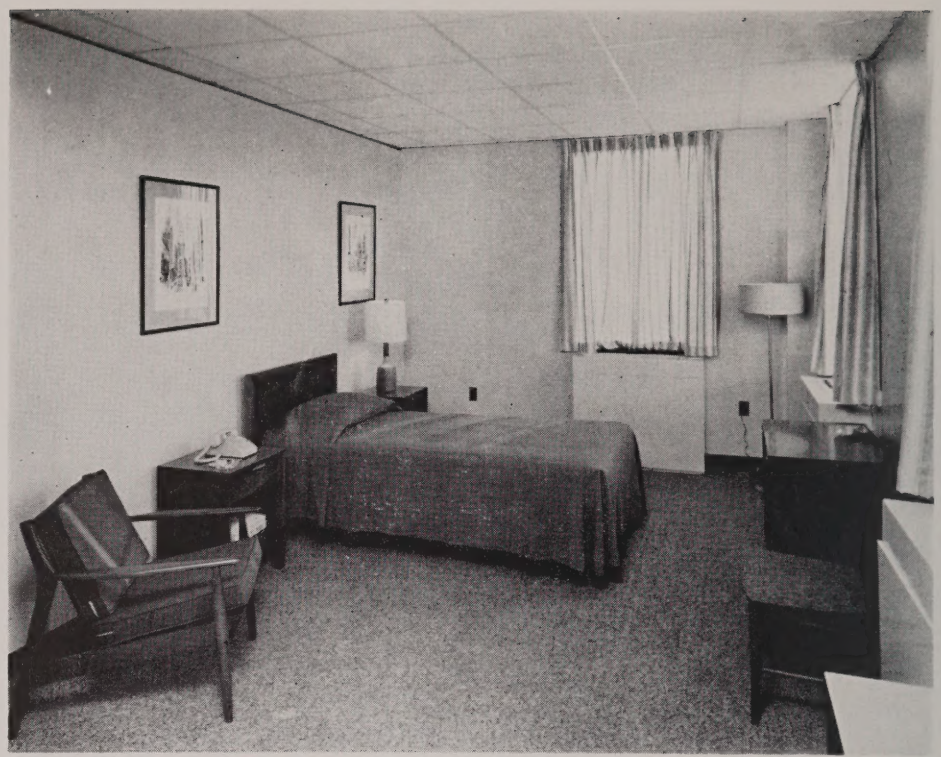
Chief operator is Mrs. Alice McManus, who gained extensive experience at the Statler Hilton Hotel in Boston before coming to the Deaconess.

The other operators are:

Mrs. Helen R. Booker
Mrs. Dorothy L. Errasti
Mrs. Alice M. Gallagher
Mrs. Gladys R. Healy
Mrs. Mary F. Hourihan
Miss Florence Kelley
Miss Agnes Kennedy
Mrs. Mary M. LeVangie
Mrs. Florence M. Lowe
Mrs. Carol A. Marcelonis
Mrs. Eleanor M. Moan
Mrs. Eileen M. Preble
Mrs. Mary J. Richardson
Mrs. Dorris A. Vozzella

In the course of a year, our operators handle nearly two million phone calls. Many thousands of people gain their first and lasting impression of the Deaconess Hospital from the voice and assistance of an operator.

Though unseen, they have a vital role in helping to create the image of the hospital in the public mind. They are indeed in the forefront of Public Relations as well as Communications.



GUEST ROOM on the fifth floor of the Medical Office Building has modern furniture and decor. This single room is typical of the many rooms now available for visitors.

R. D. LOWRY ADDRESSES RETAIL CREDIT GROUP

Mr. R. D. Lowry, executive director of the Deaconess, addressed the members and guests of the Retail Credit Association of Greater Boston at their meeting on Feb. 18 at Schraffts on West Street.

His topic was "Hospital Costs in New England."

TRIBUTE TO VOLUNTEER

"A Man Called Peter," the story of the famous chaplain of the United States Senate, written by his widow, Mrs. Catherine Marshall, has been donated to the library in memory of Mrs. Lewis Wells.

Mrs. Wells died in December. She had given 20 years of volunteer service to the Deaconess Hospital. The book was given by Miss Louise Brooks.

Nurse is Africa-Bound On Peace Corps Team

Miss Cleo Silver, Deaconess nurse and graduate of the School of Nursing in the Class of 1958, resigned Feb. 21 to join the Peace Corps.

Miss Silver will go first to Los Angeles for three months of training before assignment to Togo, an African nation which became independent in 1960.

She will join a Health and Fisheries Team comprised of about 40 Peace Corps volunteers. The group will replace a team which will soon return from Africa.

Health and fishing are linked together in the new nation, since fish is a major source of protein in the area. Men skilled in fishing techniques will teach the residents how to obtain a greater volume of fish and take advantage of their natural resource.

Miss Silver knows two other nurses who will be part of the team. She will be accompanied by Miss Virginia Whitney of the Class of 1946, who has been supervisor of the Visiting Nurses' Association in Sudbury, and Miss Ruth McWilliams, who has been at the Lahey Clinic.

It is hoped that Miss Silver will return to the Deaconess after her tour of duty.

ANIMAL FARM HEAD ON TV

Television viewers in California recently heard of the research work being done at the Cancer Research Institute.

Mr. Warren Rapson, head of the Animal Farm at CRI, was asked to appear before the cameras during a visit to the West Coast, to explain the role of the Animal Farm in research.

FIRST COURSE IN X-RAY THERAPY DIRECTED BY CHARLES SPALDING

A course in X-Radiation Therapy — the first of its kind in the nation — is being taught at the New England Deaconess Hospital under the direction of Charles Spalding, Radiological Physicist of the Cancer Research Institute.

Forty-nine students are enrolled in the course offered by the Massachusetts Society of X-Ray Technicians, through its education committee.

Objective is to prepare the participants to qualify for the new examination which will be given in November for Therapy Technologists. The first of 14 weekly sessions was held January 23 in the Joslin Auditorium.

The students will see the 2,000,000-volt X-Ray machine and other modern equipment at the Deaconess, and will have field trips to view the linear accelerator at Massachusetts Institute of Technology, the 2,000,000-volt X-Ray machine at the Lemuel Shattuck Hospital, the contact therapy machine at Beth Israel Hospital and 6,000,000-volt Liniac at Peter Bent Brigham Hospital.

In addition to Mr. Spalding, who is teaching the physics of X-Ray therapy, the other instructors are Dr. Martin Levene, therapeutic radiologist at Beth Israel, Peter Bent Brigham and Lemuel Shattuck Hospitals; Dr. David Joftes, radiobiologist at C.R.I.; Russell Cowing, radiological physicist at C.R.I.; Kenneth Wright, physicist at the M.I.T. Supervoltage Radiation Facility operated in conjunction with the Lahey Clinic, and Dr. George White, radiologist at Lemuel Shattuck Hospital and Pondville Hospital.

Classes are held on Thursday evenings from 7:30 to 9:30 P. M.

Mr. Spalding and the Society also conducted a first-in-the-nation course in Isotopes at the Deaconess last year.

Mr. Spalding has been requested to conduct a refresher course in the use of isotopes in medicine at the national convention of the American Society of X-Ray Technicians, to be held June 1 to 4 in Minneapolis.

For the past 10 years, the course was given by Dr. Dale Trout of the General Electric Co. He is now retired.

N.U. Program Receives Malaria Teaching Aids

The Cooperative School of Medical Technology at Northeastern University, the New England Deaconess Hospital and N. E. Baptist Hospital, has received an excellent collection of teaching material to improve the recognition of malarial parasites in the blood stream.

Dr. Joseph Lunn, Medical Officer in charge of the N.I.H. Malaria Project at the U. S. Penitentiary, Atlanta, Ga., made available this valuable teaching material.

CHIROPODIST SERVICES AVAILABLE FOR $3 FEE

The chiropodist is available to employees on Monday and Friday mornings for a fee of $3.

Appointments may be made by calling The Foot Room, extension 430.

This service is limited to employees only, and it will not be possible for relatives of employees to be seen.

NEW ENGLAND DEACONESS HOSPITAL BOWLING LEAGUE

STANDINGS — FEBRUARY 20, 1964

DIVISION A

Team No.	Pinfall Including Handicap	Pts.
1 — D. Colleran	30383	89
2 — C. Schraub	29826	82
4 — M. Weigand	30111	80
3 — W. Emery	29532	53

High Singles for Year	
C. Schraub	136
L. Santy	108
High Three-String for Year	
C. Schraub	357
B. Anderson	274
T. Sirois	274
High Average for Year	
C. Schraub	101
B. Anderson	84

DIVISION B

Team No.	Pinfall Including Handicap	Pts.
7 — S. Meek	30353	101
5 — W. Flatley	30006	79
8 — B. Weeden	30038	78
6 — R. Bentley	29730	66

High Singles for Year	
R. Bentley	143
R. Chute	123
High Three-String for Year	
R. Bentley	357
R. Chute	309
High Average for Year	
R. Bentley	97
S. Meek	92

DIVISION C

Team No.	Pinfall Including Handicap	Pts.
10 — R. Lee	29938	91
11 — M. Hennessey	30019	83
12 — N. Steele	29020	80
9 — C. Fisher	30373	78

High Singles for Year	
D. Lowry	144
M. Hennessey	110
High Three-String for Year	
R. Ryan	314
M. Hennessey	284
High Average for Year	
R. Ryan	95
M. Hennessey	84

DR. ETHEL M. ROCKWOOD, DERMATOLOGIST, MOURNED

Dr. Ethel M. Rockwood, 76, a prominent dermatologist in Boston for 30 years and a consulting physician at the Deaconess Hospital, died Feb. 4 at St. Elizabeth's Hospital, Brighton.

Dr. Rockwood resided at 1980 Commonwealth Ave., Brighton, and had offices on Marlboro Street in the Back Bay. She was formerly associated with Dr. C. Guy Lane in his Marlboro Street offices.

A graduate of John Hopkins Medical School, she was a member of the American Medical Society, The Massachusetts Medical Society, the American Academy of Dermotologists and New England Dermatological Society.

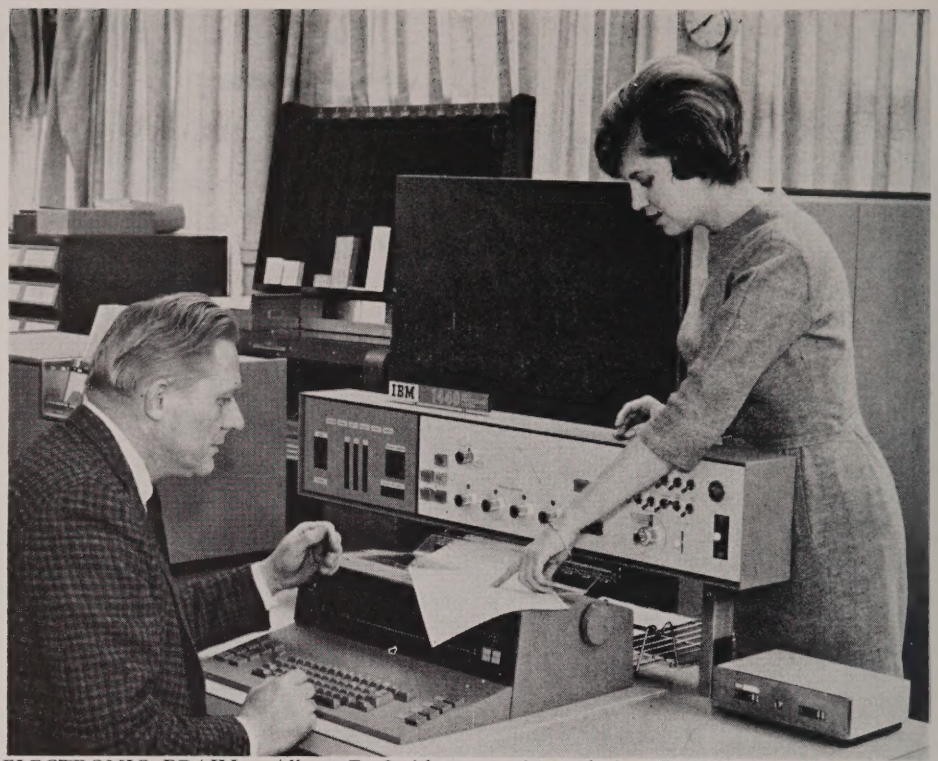
Public Relations Director Is Naval Reserve Captain

Public Relations Director Edward G. McGrath has been notified by the Navy Department of his selection for promotion to the rank of Captain in the U. S. Naval Reserve.

Mr. McGrath was a submarine officer in World War II, operating against the Japanese in the Pacific. He served aboard the aircraft carrier Intrepid in the concluding phases of combat and was in Tokyo for the surrender.

After the war he was Executive Officer of a Naval Reserve submarine division and Chief of Staff of the Boston submarine battalion. He was recalled to active duty during the Korean War and subsequently was Commanding Officer of Naval Reserve Public Relations Company 1-1, comprised of Reserve officers in the communications media.

He was promoted to the rank of Commander in Feb. 1957, and is now an instructor on the staff of Naval Reserve Officers School 1-7 at the U. S. Naval Air Station, South Weymouth.



ELECTRONIC BRAIN — Albert E. Smith, supervisor of the IBM department, and Jane E. Parks, IBM systems engineer, work a unit of the data processing system now at the Deaconess. It is the first such installation in the country.

USE OF CAFETERIA NOW RESTRICTED

Beginning Feb. 10 the cafeteria was limited to use by employees, medical staff, student nurses and on-duty volunteers of the New England Deaconess Hospital.

Mr. R. D. Lowry explained that the new restriction was regrettable but necessary. The facilities of the cafeteria, he said, "have been so taxed that there is no longer adequate seating capacity and the demands on our kitchen are excessive."

Pointing out that the cafeteria is partially subsidized for benefit of employees, staff, students and volunteers, he said it could not remain so if we continue to feed as many friends and visitors as are enjoying this privilege now.

Visitors have two alternatives. The Riverway Terrace Coffee Shop in the Deaconess Medical Office Building at 110 Francis Street is now open and the Friends of the Deaconess Coffee Shop off the Central Lobby continues to welcome visitors.

NURSE NOW TEACHING

Mrs. Gail C. MacDonald of Athol, a graduate of the Nursing School in the Class of 1959 and staff nurse from 1961 to 1963, has been appointed to the faculty of Greenfield Community College in the department of nursing.

Purchasing Agents Explain Equipment at NEDH Seminar

Purchasing Agent W. Clifford Fisher was host to the New England Hospital Purchasing Agents Association for a one-day seminar at the Joslin Auditorium of the Deaconess Hospital on Feb. 27.

Speakers explained and demonstrated sterilization by ethylene oxide, electronic heart pacing equipment and anesthesia equipment.

The association invited members of the Association of Operating Room Nurses, Central Supply Supervisors' Association and the American Association of Inhalation Therapists to attend.

NEW ENGLAND DEACONESS HOSPITAL
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BOSTON, MASSACHUSETTS

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